

## **Kenya Floriculture Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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### **Report description:**

The Kenyan floriculture market is projected to register a CAGR of 5.1% during the forecast period (2022-2027).

The COVID-19 pandemic caused a worldwide lockdown, and restrictions on travel by national governments across the world have affected Kenya's floriculture market in serious ways. The demand for flowers was decreased due to cancellations of weddings and events. Farmers have suffered huge losses due to the unavailability of flights, a decrease in demand, and low exports of fresh-cut flowers. To mitigate the damage, growers have deducted the salaries and stopped the production of some varieties till demand increases. Rose is witnessing immense popularity in the country. Its total exports (cut roses) were valued at USD 462.8 million in 2020. Delphinium, Limonium, and Helianthus are the most popular growing facilities for roses in Kenya. Furthermore, some of the most common technologies utilized in the entire cold chain of Kenyan flower farming include drip irrigation, fertigation systems, glasshouse ventilation systems, net shading, pre-cooling, cold storage facilities, artificial lightning, and refrigerated trucks.

### **Kenya Floriculture Market Trends**

#### **Rising Export Potential of Floral Products**

Kenya is one of the major exporters of cut flowers across the world. Popular flowers, such as roses, carnations, lilies, leaf cuttings, and decorative plants, are primarily exported by the country. In Kenya, the majority of the floriculture products are produced to meet the needs of exports. The main export markets include the Netherlands, followed by the United Kingdom, Germany, and Norway. The main export destinations for fresh roses are the Netherlands, the United Kingdom, and the Russian Federation. These countries accounted for a share of 70.7% in 2020. Roses have the potential for expansion, owing to reasons such as large acreage for production, stable productions throughout the year, and the fact that cultivators have a high standard of SOP for the

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production of high-quality, along with high demand from international markets.

### Increasing Support from Government and Public Sectors

The Kenyan Ministry of Agriculture is focusing on driving the adoption of floriculture through various policies, regulations, and operational directions. The government invested a huge amount in cultivation, along with favorable policies. This is attracting foreign investments. Furthermore, the market is implementing advanced technologies and infrastructures for floriculture. In Kenya, the different ministries that are in favor of floriculture are Water and Irrigation, Health, Environment, and Natural Resources, Local Government, Cooperative Development and Marketing, Trade, and Regional Development Authorities. The other public sectors include the Kenya Plant Health Inspectorate Services (KEPHIS), which helps in regulating phytosanitary and seed issues by providing plant variety protection and seed certification. The Horticultural Crops Development Authority (HCDA) is one of the major organizations responsible for the facilitation, development, promotion, and regulations of horticulture techniques in Kenya. The USAID hub signed a grant with the Kenyan government in December 2019, which is expected to boost the market share of Kenya in the US cut flower market.

### Kenya Floriculture Market Competitor Analysis

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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